

ABSTRACT

In on-line shopping in which ASPs are employed, merchandising method and device designed for promotion of product sales by sharing user use logs between product providers while protecting the users' privacy. If a user U1 has registered a CD for example in a shopping cart, merchandise relevant to the CD, e.g., tickets to a concert to be performed by the same artist, is suggested to the user. User U1's user ID is converted into an anonymous ID for an anonymous user A1. Merchandise name "CD" is converted into merchandise information associated with CDs, e.g., artist name or merchandise name "concert tickets." This converted data is provided to a concert-ticket provider.